

BIOBORD NETWORK AGENDA CANVAS

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	TARGET GROUP RELATIONSHIP	TARGET GROUP SEGMENTS
<p>The Biobord Network originates from the Baltic Sea Region. The network was established by some of the leading and emerging bioeconomy regions around the Baltic Sea:</p> <ul style="list-style-type: none"> • Central Finland • Inland Region (Norway) • Vidzeme (Latvia) • Świętokrzyskie (Poland) • Estonia <p>In the first extension since late 2020, we have been joined by:</p> <ul style="list-style-type: none"> • Skåne (Sweden) • Värmland (Sweden) 	<p>Network partners are planning and implementing joint projects and events promoting the joint agendas of the network.</p> <p>Biobord Joint Agendas include initiatives on:</p> <ul style="list-style-type: none"> • Sustainable Food System • Digital Forestry • New technologies for wild-life monitoring <p>New joint agendas can be established based on joint interest in the network.</p> <p>We are running the Biobord platform to support:</p> <ul style="list-style-type: none"> • Network building and stakeholder involvement • Network interaction & co-working • International matchmaking • Promotion of the joint agendas • Promotion of the network partners' expertise and activities <p>We are building knowhow and tools for open international innovation co-operation to boost innovation and sustainable, knowledge-based business development in bioeconomy.</p>	<p>As a network partner, you can work with us on the joint agendas of the Biobord Network.</p> <ul style="list-style-type: none"> • Get a head start in joining project proposals and other co-operation activities emerging from the joint agendas of the Biobord network. • Unite your expertise to build new joint agendas for sustainable and knowledge-based bioeconomy development. • Connect your key resources and expertise to the joint agendas promoted by the network. <p>Network partners can promote their expertise at the Biobord platform.</p> <ul style="list-style-type: none"> • Organizations and regions presented on the network map • Innovation services marketed in the service page • Latest achievements shared in News <p>Network partners can build their open, international, innovation services</p> <ul style="list-style-type: none"> • Offer international matchmaking services to your regional networks via Open Biobord Forum • Market international events in Biobord On Stage • Leverage the expertise in open international innovation co-operation and our tested innovation process - as well as our knowhow for making it all happen online. 	<p>All organizations are welcomed to join the discussion and activities at Open Biobord Forum as registered users of Biobord platform.</p> <p>New organizations are welcomed to join the network as partners pending that they will sign the network agreement and accept the related obligations:</p> <ul style="list-style-type: none"> • Honour the agreed operating practices of the Biobord platform. • Join the matchmaking activities at Open Biobord Forum, and to communicating and marketing the Open Biobord Forum in regional networks by naming a Biobord Contact Point. • Provide partner information to be presented on the network map. Ensuring that the data and contact details are up to date. 	<p>Network is looking to partner with:</p> <ul style="list-style-type: none"> • Organizations interested in co-working on the joint agendas • Organizations placed at a region with a smart specialization strategy for bioeconomy or its subsectors. • Organization with a role in the regional innovation system that is focused on bioeconomy. <p>Partner types:</p> <ul style="list-style-type: none"> • Business support organization • Cluster • Education provider • Innovation Hub • NGO • Regional authority • Research • Sectoral agency

	<p>KEY RESOURCES</p> <p>Biobord platform with a joint operating model including network partner guides for open innovation activities.</p> <p>Personnel resources:</p> <ul style="list-style-type: none"> • Biobord Board – strategic steering of Joint Agendas • Network Secretary – network administration and communication; Biobord Administrator • Biobord Contact Points – supporting international matchmaking and stakeholder interaction 		<p>CHANNELS</p> <p>Connections of the network partners is a key channel for connecting with new partners.</p> <p>Biobord.eu (news, services, and network map), Biobord On Stage and Open Biobord Forum are central external communication channels from where the message is multiplied via social media channels in Twitter, Facebook, and LinkedIn as well as the EU Bioeconomy Network, eubionet.eu.</p>	
<p>COORDINATION OF THE INITIATIVE</p> <p>Strategic steering of the Biobord network is the role of the Biobord Board. Each network partner shall nominate a member to the Biobord Board. Chairmanship of the Board is rotated between the partners. The role of the Biobord Board is to:</p> <ul style="list-style-type: none"> • Define the Biobord Network Agenda and approve any changes to it. • Steer the network co-operation on Biobord Joint Agendas, including agreement on co-working principles, approval of new official joint agendas, and guidance to implementation. • Approve the Biobord Network Agreement and any changes to it. • Approve the Rules of Procedure for the Biobord Board and any changes to it. • Settle disagreements on the network agreement. • Decide on the requirements for membership in the Biobord Network, including any fees to the Partners. • Guide the network extension to support the realization of the Biobord Network Agenda. • Guide the development of the Biobord platform and its operating practices. • Decide on the annual Chairmanship for the coming year. <p>Network Secretary, JAMK University of Applied Sciences, is a secretary to the Biobord Board and responsible for:</p> <ul style="list-style-type: none"> • Internal communication within the network. • Coordination of external communication on network initiatives and achievements. • Running the Biobord platform as the Administrator. 		<p>CONNECTION TO EUSBSR & EU frameworks</p> <p>Depending on the joint agenda, the network partners are looking to apply different funding sources. Most relevant funding sources are expected to be EU -funding, e.g., Interreg BSR, Interreg Europe, and Horizon Europe. Our funding opportunities are strengthened with alignment to EU priorities including the EU Green Deal that represents a new growth strategy that will transform EU into a modern, inclusive, resource-efficient, and competitive economy that is carbon-neutral by 2050.</p> <p>In the scope of the EU Strategy for Baltic Sea Region, the Biobord network is supporting the implementation of the Policy Area Bioeconomy and Policy Area Innovation. Biobord network is supporting knowledge-based and sustainable bioeconomy development and supporting priority areas of PA Bioeconomy, including sustainable food system.</p> <p>PA innovation is highlighting challenge-driven innovation, digital innovation, and transformation as well as co-creative and open innovation – all of which are integrated strongly to our joint agendas.</p> <ul style="list-style-type: none"> • CHALLENGE-DRIVEN INNOVATION aims at responding to social, environmental, and economic grand challenges in the BSR which is central to Biobord Joint Agendas. • DIGITAL INNOVATION AND TRANSFORMATION entails leveraging emerging digital technologies tools to tackle societal challenges as well as to facilitate new businesses and innovations. Biobord Joint Agendas include application of new technologies, e.g. in forestry and natural resource management. • CO-CREATIVE AND OPEN INNOVATION happens in innovation ecosystems that are emerging as key frameworks for economic and innovation activity also in BSR. Biobord presents a sustainable platform that connects BSR innovation ecosystems focused on bioeconomy. The network builds knowledge on open innovation and co-creation in inter-regional context to support all involved regional innovation ecosystems. 		